OCIL 20431 V THE LIGHTNING RIDER Photoplay in six reels from the story by Shannon Fife Directed by Lloyd Ingraham Author of the Photoplay (under section 62)

Washington, D. C.

Register of Copyrights Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of Hunt Stromberg Productions

The Lightning Rider - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Hunt Stromberg Productions hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

Title

Date of Deposit

Registration

The Lightning Rider

7-30-24

L 20431.

The return of the above copies was requested by the said Company, by its agent and attorney on the 30th day of July, 1924 and the said Fulton Brylawski for himself, and as the duly authorized agent and attorney of the said Company, hereby acknowledges the delivery to him of said copies, and the receipt thereof.

accord Ly Carrely

This is the second of six Hunt Stromberg Productions starring Harry Carey. Four more win-ners to come! Here's something to look forward to.

PRESS SH

"The Lightnin

W. W. HODKINSON CORPORATION, 469 FIFTH AVEN

CLICKING CASTANETS, FLASHING S ROMANCE AND COLOR OF A BORD CAREY'S NEW STARRING VEHI

"GREAT "ESTERNER"

York and Planned to Be a Lawyer.

(ADVANCE STORY)

Strangely enough Harry Carey, star of "The Lightning Rider," which begins a run at the although probably the greatest "westerner" on the screen, is a son of the

He was born in New York City and started out in life with the intention of following the law. To this end he studied Blackstone at New York University and had visions of following in his father's footsteps and becoming a judge. During a protracted illness, however, he wrote a play to brighten the tedium of convalescence. It was a Western drama called "Montana" and found a producer much quicker When than is usual with first plays. the star of the production fell down on the job, Harry played the part and realized that acting was what he really wanted to do.

Soon after, he starred in another play of his own, "Hearts of Alaska," and one day he met Henry B. Walthall who offered him a part in pictures. He has been on the screen ever since. Few sople who see Harry Carey in action on the screen can be made to realize that he was not literally "born in the anddle." Since entering the silent dle." Since entering the silent ma, he has made himself so interal a part of ranch life in California as natural to suppose his avor. His big home at California, covers seventeen

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HERE IS A VERY

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(CURRENT READER)

Hunt Stromberg, who produced 'The Lightning Rider," Harry Carey's picture, now playing at the Theatre, is one of the youngest producers in the motion picture industry. Even when he was starting to pursue fame and fortune as a reporter he realized the immense possibilities of the motion picture industry. He entered it as director of publicity and advertising for Goldwyn and later for Selz-nick. After that Thomas W. Ince brought him west in the same capaci-ty, but with the additional honor of being his personal representative.

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learned the technicalities of picture making, and when he suggested that a picture titled "A Trip Through the World's Greatest Motion Picture Studio," be filmed he was given the task of directing it. His first experience with the megaphone proved so successful that Mr. Stromberg resigned from the Ince organization to make his own pictures.

This year's program is an ambitious one, but Mr. Stromberg has the youth and energy, which is only stimulated by difficulties. He always insists upon active participation in the work and not merely superficial overseeing. He carries his pictures right through from the original idea to the final editing of the production

Realizing the demands of the jaded public for originality in picture mak-ing, Mr. Stromberg is an ardent en-thusiast for better standards for mo tion pictures than have hitherto prevailed and is constantly at work searching new ideas and new inventions which will hasten the day when the screen will rank as an artistic medium of its own.

HUNT STROMBERG

PRESENTS

HARRY CAREY

IN

"THE LIGHTNING RIDER" With VIRGINIA BROWN FAIRE From the story by SHANNON FIFE Adapted by DORIS DORN A HUNT STROMBERG PRODUCTION Directed by LLOYD INGRAHAM

Photographed by SOL POLITO Edited by LAURENCE CREUTZ



"Me LIGHTR | 있|| 이탈이

Beautiful women gasped-brave men cowed in while The in fear-Black Mask and his antagonist fought with grim determination, before the eyes of the woman whom they both loved.



NOW PLAYING AT THE CAME

Three Col. Ad Cut No. 4

Program Shorts That

SS SHEET tning Rider"

Harry Carey is the most popular broncho-busting, straight-shooting, hard-fighting and fastriding cowboy on the screen. He's a sure bet!

RPORATION, 469 FIFTH AVENUE, NEW YORK CITY

LASHING SWORDS, THE MYSTERY, OF A BORDER TOWN MAKE HARRY ING VEHICLE A SMASHING PICTURE

first intervi USPENSE! ACTION!! THRILLS!!!

GHTNING



OUR BREATH



V From the story by Shannon Fife Adapted by Doris Dorn

Hunt Stromberg Production

YING AT THE CAMEO THEATRE

Three Col. Ad Cut No. 4

57-75-71/4 Sharman IN CAREY FEATURE

A "WESTERN" THAT THE LADIES LIKE

There is Plenty of Love as Well as Fighting in Harry Carey's Latest.

(CURRENT READER)

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Marvelous horsemanship—thrilling escues-red blood-popping bullets! It has all these, to be sure, but in addition it has an equally emphasized strain of mystery and romance which will satisfy the most ardent of the feminine theatregoers.

It's perfectly all right for a man to be a crack shot, so say they, but what earthy good is he if he can't make love properly? And in these days of carefully policed cities, they're just the thrilling combats of the typical bout right. It's still love that makes the world go round—and not the bulls- stirring chases—the big punches—the

"The Lightning Rider," which is now being shown at the Theatre, yields to this truth and makes Harry Carey a woman's star as well as a man's.

FRANCES ROSS WAS VAUDEVILLE STAR

Her name may not be familiar to picture fans as yet, but those who Frances Ross is mentioned.

She plays an important role in "The Lightning Rider," Hunt Stromberg's

"The Lightning Rider" Has Action, Romance, Mystery and Intrique.

FILM LAID IN CALIFORNIA

But It Is Section of State That Abounds With Colorful Atmosphere.

(ADVANCE STORY)

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The story is about The Black Mask, the terror of the village, and Phil Morgan, deputy sheriff, who people think is "slow" but who rides at night disguised as the bandit in order to trap him. As a result of the disguise, Morgan finds himself in various thril-

ling predicaments. In "The Lightning Rider," which comes to the Theatre follow the stage and its players imme- for a run next diately register satisfaction when Harry Carey is given an opportunity to prove his ability as a remantic figure of the screen. His supporting cast includes Virginia Brown Faire, second production starring Harry Frances Ross, Leon Barry, Thomas G.

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"THE LIGHTNING RIDER" With VIRGINIA BROWN FAIRE From the story by SHANNON FIFE Adapted by DORIS DORN A HUNT STROMBERG PRODUCTION Directed by LLOYD INGRAHAM

Photographed by SOL POLITO Edited by LAURENCE CREUTZ Art Titles by EDWARD WITHERS Titles by WALTER ANTHONY

Distributed by the W. W. Hodkinson Corp.

THE CAST

Philip Morgan		HARRY CAREY
Patricia Alvarez .	v	irginia Brown Faire
Sheriff Alvarez		Thomas G. Lingham
Claire Grayson		Frances Ross
Ramon Gonzales .		Leon Barry
Manuel		Bert Hadley
Mammy		Mme. Sul-Te-Wan

THE STORY

known as The Black Mask the padre gives the church funds to Sheriff Avarez for safe keeping. Ramon Gonzales, the real Black Mask, blanes Phil Morgan, lazy deputy sheriff for the Sheriff's failure to capture the bandit, so Phil gives up his badge.

Phil has been riding at night disguised as The Black Mask in the

hope of attracting the fire of the real bandit. It is in this disguise that Phil holds up the stage bringing Patty, the sheriff's daughter,

back home and after welcoming her rides away.

At the dance that Ramon is giving in Patty's honor, Claire Grayson, whose name is always linked with Ramon's, declares that The Black Mask has stolen her jewels. He enters and fights a duel with Ramon. After disarming his opponent The Black Mask leaves. When Patty gets home from the dance Phil as The Black Mask greets her with a kiss and vanishes. She goes in and finds her father dead. Ramon, who has hastily gotten out of his Black Mask Costume, comes to comfort her. She is heartbroken to think that The Black Mask, whom she loves, killed her father, and she swears to kill him.

Claire sees Ramon make love to Patty, who promises to marry him if he will bring The Black Mask to her.

Phil, disguised as The Black Mask, sees the real Black Mask steal the church funds from Patty's house. Phil follows him to the home of Ramon Gonzales. He enters to fight Ramon, but he is shot in the shoulder and with difficulty escapes with the money

Ramon warns the village that a man with a bullet wound in his shoulder is The Black Mask. Phil's comrade sends for Patty to dress his wound. She discovers The Black Mask costume and reviles him, but he makes her believe in him. Ramon, using his knowledge that Phil wore The Black Mask costume, extracts from Patty a promise to marry him if he will not tell the posse,

In spite of his promise Ramon tells the villagers, who attempt to lynch Phil. He persuades them to let him prove his innocence. They ride to Ramon's house and find him attacking Patty, who has come there to tell him she cannot marry him. Phil fights Ramon. Claire, taking her revenge for being scorned, backs up Phil's assertion that Ramon is The Black Mask. Ramon is apprehended. Phil and Patty look happily to the future.

"Me LIGHT 以一回国

Beautiful women gasped-brave men in fearcowed while 'The Black Mask and his antagonist fought with grim determination, before eyes of woman whom they both loved.



NOW PLAYING AT THE CAMI

Program Shorts That Will I Eager to See This Great

Two men fighting gracefully-venomously-for their lives, while a score of frightened onlookers follow their swift thrusts and parries with wide

This is one of the high lights in "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey. It contains so many thrilladdition to its natural susp pleasing diversity.

Carey's skill with the poignards will also give a new insight to this star's versatility.

There's no deal that "The Lightning Rider" overlooks-you can be sure!

The music blares to an abrupt stop. Masked dancers, flaunting the vivid colors of old Spain, wheel about towards the door-to look into a pointed revolver!

The Black Mask, wearing his perpetual masquerade of bravado, has appeared to fight a duel with the man who wanted to meet him.

This is only one of the thrilling crises in "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey.

Try to find any quality of appeal that is missing in "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey!

It has all the thrilling physical action of the western drama-gunplay, Stromberg production. chases, fights and rescues.

There is the mystery of The Black Mask, running its tense, dark thread through the entire story.

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double the quota of narily allotted to "wes

The lure of Spain That's one of the bellishes "The Ligh ts that em-tider," Hunt Stromberg's seco ring Harry Carey

And still its and its character

ish masquerade in Califo the event which is screetlightning Rider" and who Stromberg an opportunit some unusual interior costumes—ordinarily

"The Lightning Ride Hunt Stromberg prod is the latest Harry Carey. The famus "westerner" has a dual characterization which gives him a fine opportunity to display his versatility. He is seen as the Black Mask, reckless bandit, and as Phil Morgan, peaceful deputy sheriff. Virginia Browne Faire has the feminine lead.

Virginia Brown Faire, a dark-eyed ning Rider" in the picture by that name in which Harry Carey is starred. She is said to be especially well suited Th for the role.

"The Lightning Rider" is taken from a story by Shannon Fife. It is a Hunt

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NG AT THE CAMEO THEATRE

Three Col. Ad Cut No. 4

orts That Will Make Them See This freat "Western"

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Hunt Stromberg, producer of "The Lightning Rider," Harry Carey's newest picture, is one of the youngest producers in the motion picture industry. "The Lightning Rider" is the second of six Carey pictures which he will make. It has more romance and

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You can almost hear the strains of a Spanish melody in the masquerade scenes in "The Lightning Rider," so realistic is the Spanish amosphere. It is a riot of color and guiety. And into the midst of this comes The Black Mask, spreading terror.

usual "western" and just as much physical action, fighting and gunplay.

Leon Barry, the subtle villain of "The Lightning Rider," Hunt Strom-berg's second production starring Harry Carey, was once leading man with the late Sarah Bernhardt. Barry refuses to divulge any anecdotes, however. We suspect that he is saving them for the memoirs he ought to

"LIGHTNING RIDER" TO LEAVE

"The Lightning Rider," a Hunt Stromberg production, starring Harry Carey, closes its run at the .

In this production Carey has one of the most interesting roles of his career, for he is seen as an indolent deputy sheriff and a daring night riderboth the same person. His supporting cast includes: Virginia Brown Faire, Thomas G. Lingham, Frances Ross, Leon Barry, Bert Hadley and Mme. Sul-Te-Wan.

"The Lightning Rider" was adapted by Doris Dorn from an original story

by Shannon Fife.

There is Plenty of Love as Well as Fighting in Harry Carey's Latest.

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FRANCES ROSS WAS VAUDEVILLE STAR

Her name may not be familiar to picture fans as yet, but those who follow the stage and its players immediately register satisfaction when Frances Ross is mentioned.

She plays an important role in "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey, now playing at the Theatre, but her reputation for com-

prehensive histrionism was gained some few years ago when she began in vaudeville as the partner of Felix Adler.

Miss Ross has headlined in every two-a-day house in America and, with Mr. Adler, has been a "bill topper" in England as well.

Her vaudeville experience has been interspersed with musical comedy leads, when she played in "Leave it to Jane," "His Little Widows," and the "Century Midnight Whirl." She was also ingenue with the Washington

Square Players at one time.

Miss Ross's por larify with the the-

dramatic ability, tunate choice for the role or the "vamp" in "The Lightning Rider."



HARRY CAREY, The Lightning 1 Col. Production Cut No. 1

FILM LAID IN CALIFORNIA

But It Is Section of State That Abounds With Colorful Atmosphere.

(ADVANCE STORY)

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It possesses all the heroic exploits of the western picture, but unlike the usual "western," is also offers an opportunity for some unusual costuming and settings.

Of all the nations in the world, there is none whose traditions and whose atmosphere are more vivid than Spain's. Although "The Lightning Rider" is laid entirely in California and its, characters are American, it is with that section of the State which was settled by the Spaniards one hundred years ago and with those people who can trace their ancestry back to aristocratic Spain, that the picture deals. And so there is a story. It is most in evidence in the Bal Masque scenes, with its sun-bronzed men in sleek velvets and black-eyed senoritas dancing to the insidious click of castanets and se-ductive waltz music. Nevertheless, around this romantic interlude wage the thrilling combats of the typical "western." The physical action—the stirring chases—the big punches—the fights—are not under-emphasized in "The Lightning Rider." Romance is merely added to these.

The story is about The Black Mask, the terror of the village, and Phil Morgan, deputy sheriff, who people think is "slow" but who rides at night disguised as the bandit in order to trap him. As a result of the disguise, Morgan finds himself in various thrilling predicaments.

In "The Lightning Rider," which comes to the Theatre for a run next, Harry Carey is given an opportunity to prove his ability as a remantic figure of the screen. His supporting cast includes Virginia Brown Faire, Frances Ross, Leon Barry, Thomas G. Lingham, Mme. Sul-Te-Wan and Bert

Doris Dorn adapted the story from an original by Shannon Fife. Lloyd Ingraham directed.

WHO'S WHO

Harry Carey: Was born in New York and set out to be a lawyer. He wrote a western drama called "Montana" and played the principal part when the star fell down on the job. This experience convinced him that he wanted to act. He began in films with Bilarach. Pictures: "Fight for

Night Hawk, etc.

Virginia Brown Faire: Was born in Brooklyn, N. Y. Entered pictures by the beauty contest route. Has dark brown hair and dark brown eyes. Pictures include: "Omar the Tent-maker," "Thundergate," "Shadows of the North," "Cricket on the Hearth," 'Storm Swept" and "Welcome, Stran-

Leon Barry: A Frenchman; was one time leading man for Sarah Bernhardt, First motion picture work was with Pathe in France, then in Pathe serials in United States. Directed for two years in England. Pictures:
"The Three Musketeers." "Suzangah" and "Kismet."

Frances Ross: Has an enviable reputation on the English and American stage in vaudeville, musical comedy and legitimate. First important pic-ture work in "The Fire Patrol." Thomas G. Lingham: Born in In-

dianapolis; with James O'Neill in "Monte Christo," etc. Pictures: "My Lady Friends," "Man From the Desert," "Itching Palms," "Hazel From Hollywood," "Fire Eater," etc.

Bert Hadley: Mr. Hadley's pictures include: "The Beggar Prince," "Down Home," "Partners of the Tide," "Passing Through," "The Milky Way," "Bing, Bang, Boom," etc.

It Pays to Advertise With Ads Like These



Four Col. Ad Cut No. 5

Mystery!

Who Was The Black Mask — the bandit that was terrorizing the county?

That was the great mystery. How was it

ROMANCE!



It's as Startling as a Bolt from the Blue!

"THE LIGHTNING RIDER"

HARRY CAREY

It the Cameo Theatre

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It's as Startling as a Bolt from the Blue!

HE LIGHTNING RIDER" starring

HARRY CAREY

At the Cameo Theatre

Some Suggestions to Help You Exploit This Thrilling "Western"

Prologue

A masquerade reviving the memory of old Spain plays an important part in "The Lightning Rider." This is a fine opportunity to stage a beautiful prologue. . Have the people dress in Spanish costumes, the men in bright velvets and the women like noble ladies in wide skirts, combs and mantillas or like gypsy dancers with colored kerchiefs over their heads. Spanish music is always seductive and every one enjoys Spanish dancing. Be sure your dancers have castinets and tambourines. If you like, you might inject some extra color into the scene by having a masked man in a long black cape interrupt the dance and capture one of the women.

Street Ballyhoo

Have a man wearing, a black mask and dressed in a black velvet Spanish stume with a black cape give out me 'The Black Mask.' The only fear I know is the fear that I strike in the hearts of my antagonists. By going to the corner of street (location of the theatre) you will learn all about me."

To make this even more effective you might have the man mounted on a white horse (like Harry Carey in the picture). He could have the inscription on a sign on his back or he might carry it hanging from a lance.

By not directly mentioning the picture or the theatre you will arouse much interest. Be sure that a sign or cut-out stating that the inimitable Harry Carey plays "The Black Mask" in "The Lightning Rider" has a prominent place in your theatre front so that the people coming to the location stated on the card will be able to tell what it is all about.

Another striking ballyhoo would be to have a cowboy on a horse carry a banner reading: "If you want to see "The Lightning Rider' (Harry Carey) ride a blue streak, go, to the Theatre."

This man can ride around or he can be stationed at an important junction of your town.

Dueling Stunt

A duel is one of the most thrilling events in "The Lightning Rider." If you can put on a fencing match in a vacant lot near your theatre, or on your stage, you will get a whale of a lot of publicity. Go to the Y. M. C. A. or any other athletic club in your district and see if you cannot get the fencing instructors or their pupils to do this for you. Both of the men should be dressed in Spanish costume one in a long black cape and black mask. Advertise that "The Black Mask" will fight a duel and the whole town will be there.

Dealer Tie-Ups

Costumers

You will probably have no trouble in getting your local costumer to make a window display of Spanish costumes and to place a sign reading something like this in his window: "Costumes like these are worn at the Bal Masque in 'The Lightning Rider,' now playing at the Theatre. We have all kinds of costumes as picturesque as these."

Sporting Goods Stores

Get sporting goods stores to display guns and western outfits for both men and women with a sign: "Harry Carey uses a gun like this in "The Lightning Rider,' playing at the Thea tre," or "Women, if you wear an outfit like that you will look as well as Virginia Browne Faire in 'The Lightning Rider' at the Theatre.'

Automobile Companies

It is usually easy to get motor car companies to co-operate with you. Get them to put a sign in their show window, reading: "Harry Carey is some speed-setter in 'The Lightning Rider' at the Theatre, but he'll have nothing on you if you drive a car. You won't have to take anyone's dust."

Contest for the Kids

You can get the whole town interested in the picture through the children. On a vacant lot in the vicinity of your theatre stage a rope-throwing contest for the boys and a rope-skipping con-test for the girls. Offer prizes to the winners and advertise this stunt widely. You can stage the event just previous to the opening of the picture or during its run.

Throwaway

Print on a small card with a lightning bolt across either of the follow-

1. "Who is the Black Mask? He fears no man; he strikes fear into the hearts of all, but meets his match in a woman.

"See 'The Lightning Rider' starring Harry Carey at the The-

2. "Could Phil Morgan, peaceful, lazy deputy sheriff, and The Black Mask, the bandit who rode like light-ning and was the terror of the countryside, be the same man?

"See 'The Lightning Rider,' a Hunt Stromberg production starring Harry Carey, at the Theatre."

Co-operative Advertising

The advertising manager of your local paper will probably be glad to

The automobile companies, sporting goods stores and costumers can use copy similar to that suggested for window cards. Other dealers who will probably be glad to run ads are:

aid you in getting a page of co-operative advertising from various dealers.

Groceries and Butchers

Their copy should state that if folks ate their products they'd gain the brain and brawn that would make them lightning riders.

Riding Academies

If there are any riding instructors in your town they will no doubt be glad to take advantage of this opportunity and advertise: "If you want to be a 'Lightning Rider' come to the do it!"

Hardware Stor

These can twist itle to make wing: "Our ome copy like the lightning . will in right off your root."

Newspaper Contest

In "The Lightning Rider" the villagers think that Phil Morgan is a lazy, shambling deputy sheriff who cares for nothing but whittling dolls for the children. Phil acted that part, but at night he was a man of action, tracking down a desperate criminal.

You can arouse a lot of interest by getting your local editor to run a contest on "The kind of person I am and the kind of person the world thinks I am." Offer prizes for the best letters.

Essay Contest for School Children

Another contest that is fine publicity is an essay contest for school children on the subject of "Famous Lightning Riders." Offer prizes through the editor of your paper or get the direct cooperation of the principals of the schools. Paul Revere is perhaps the most famous "Lightning Rider," but the children will be able to find many

OIL PAINTINGS

Beautify your lobby and you will see new faces at the box office. You can procure a set of Oil Paintings on "The Lightning Rider," consisting of

> 1-30x40 and 2-20x30

These are so made that you can unhook the two trames making two separate paintings.

You can secure these, direct from the National Photographers, 719 Seventh Avenue, New York City, or through your local Hodkinson exchange.

Mail Campaign Letter

I'm sure you'll be glad to hear that Harry Carey, the most popular cowboy on the screen, will come to the Theatre next in a new kind of western drama.

"The Lightning Rider" has just as many fights, rescues, hard riding and fast shooting as the former Carey pictures, and it has something more—all the mystery; intrigue, love and colorful settings usually found only in

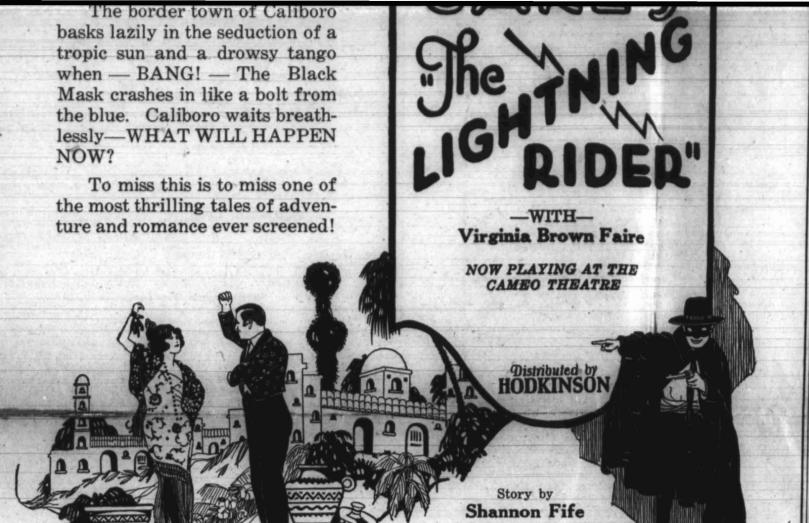
Though the story is laid in California, the seductive atmosphere of old Spain pervades the tale. The plot is a novel one. Carey is seen in a dual characterization that gives him a fine opportunity to show his versatility.

Virginia Brown Faire, beauty contest winner and a player fast nearing stardom, has the feminine lead.

I believe "The Lightning Rider" is excellent of

Teaser Campaign

Begin using this teaser campaign one week before your play date. It will catch the eye and get your town all "pepped up" with curiosity. Here is an ad for each



Four Col. Ad Cut No. 5

Adapted for the screen
By

Doris Dorn



Who Was The Black Mask — the bandit that was terrorizing the county?

That was the great mystery. How was it solved?



ROMANCE!



It's as Startling as a Bolt from the Blue!

"THE LIGHTNING RIDER"

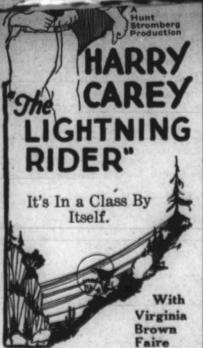
starring

HARRY CAREY

At the Cameo Theatre

He sole a kiss and vanished!
The Black Mask is a bold based but a bolder lover.





Now Playing at
The Cameo Theatre
One Col. Ad Cut No. 1



AT THE CAMEO THEATRE

Two Col. Ad Cut No. 3



Romance to delight your heart—and all the thrills and adventure of a town on the Mexican border.

Note Playing at the Cameo Theatre

Distributed HODKINSON

One Col. Ad Cut No.





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One Col. Ad Cut No. 2

carry it hanging from a lance

By not directly mentioning the picture or the theatre you will arouse much interest. Be sure that a sign or cut-out stating that the inimitable Harry Carey plays "The Black Mask" in "The Lightning Rider" has a prominent place in your theatre front so that the people coming to the location stated on the card will be able to tell-what it is all about.

Another striking ballyhoo would be to have a cowboy on a horse carry a banner reading: "If you want to see "The Lightning Rider' (Harry Carey) ride a blue streak, go to the Theatre."

This man can ride around or he can be stationed at an important junction of your town.

Dueling Stunt

A duel is one of the most thrilling events in "The Lightning Rider." If you can put, on a fencing match in a vacant lot near your theatre, or on your stage, you will get a whale of a lot of publicity. Go to the Y. M. C. A. or any other athletic club in your district and see if you cannot get the fencing instructors or their pupils to do this for you. Both of the men should be dressed in Spanish costume—one in a long black cape and black mask. Advertise that "The Black Mask" will fight a duel and the whole town will be there.

Contest for the Kids

You can get the whole town interested in the picture through the children. On a vacant lot in the vicinity of your theatre stage a rope-throwing contest for the boys and a rope-skipping contest for the girls. Offer prizes to the winners and advertise this stunt widely. You can stage the event just previous to the opening of the picture or during its run.

Throwaway

Print on a small card with a lightning bolt across either of the following:

1. "Who is the Black Mask? He fears no man; he strikes fear into the hearts of all, but meets his match in a woman.

"See 'The Lightning Rider' starring Harry Carey at the Theatre."

2. "Could Phil Morgan, peaceful, lazy deputy sheriff, and The Black Mask, the bandit who rode like lightning and was the terror of the countryside, be the same man?

"See 'The Lightning Rider,' a Hunt Stromberg production starring Harry Carey, at the Theatre."

Co-operative Advertising

The advertising manager of your local paper will probably be glad to

OIL PAINTINGS

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 Virginia Brown Faire, beauty contest winner and a player fast nearing stardom, has the feminine lead.

I believe "The Lightning Rider" is excellent entertainment, the kind you won't want to miss.

Sincerely,

MANAGER.

Post Card

Dear Friend:

Thrills, mystery, intrigue, color and romance—that's Harry Carey's latest picture "The Landing Rider. It's

new kind of "western" with Spanish atmosphere, and I'm sure you'll say it's the best kind you've ever seen.

..... is the date, and the place is the

Theatre

Cordially,

MANAGER.

Did She Believe Him?

She swore that she would kill The Black Mask as he had her father. And she discovered the bandit's costume in the house of the man she loved! He said that he was innocent, but did she believe him? See

"THE LIGHTNING RIDER"

Harry Carey's Greatest Picture

A "western" you will never forget.

At the Cameo Theatre

A Duel!

Two men fighting gracefully—venomously—for their lives, while a score of frightened onlookers follow their swift thrusts and parries with wide eyes.

Will "The Black Mask" conquer his antagonist?

See

HARRY CAREY

The Lightning Rider"

A thrilling tale of a masked bandit and a girl who wasn't

At the Theatre

Teaser Campaign

Begin using this teaser campaign one week before your play date. It will catch the eye and get your town all "pepped up" with curiosity. Here is an ad for each day:

- 1. Who Is The Lightning Rider?
- 2. The Lightning Rider
 Will Pass Through
 Here Soon.
- 3. WATCH OUT!

The Lightnin Rider

4. TAKE CARE!
The Lightning Rider
Is Coming.

5. WARNING!
The Lightning Rider
Is Abroad and Will
Be Here

6. HE'S HERE!

The Lightning Rider

Has Arrived and Will

make his appearance at The

Theatre tomorrow.

7. "The Lightning Rider"

Harry Carey (Himself.)

In a whilrwind of thrills, at the
Theatre.

Stories as Gripping as th The Kind That Will P

PROGRAM READER

The villagers of Caliboro did not know that "slow Phil Morgan" scoured the district at night to track The Black Mask. He disguised as the bandit himself in order to attract the fire of the robber.

In this costume he made love to his lady fair. He held up the stage for a kiss. He won her heart with his romantic wooing.

Then one night her father was murdered. The Black Mask committed the crime, and she swore she would kill

Phil Margan had worn the black mask! Did she eve he er guilty? Did she seek revenge? believe he

tning Rider," starring Harry Carey, will bound. It is a Hunt Stromberg production hold yo

Carey at his hard-riding, fast-shooting, stiff-fighting best.

NO CITY DWELLING FOR HARRY CAREY

Star Almost Loses His Temper When Friends Tell Him to Move.

HE LOVES THE COUNTRY

Says He Wants to Live Where Chow Means Food and Not Mah Jongg.

(FEATURE STORY)

Harry Carey is an extemely goodnatured gentleman-which proves, among other things, that authors of western fiction are perfectly correct when they write about "nature's noble-

But whenever anyone asks Harry why he doesn't move to the city, the affable star makes strange guttural noises and turns away to count ten before trusting himself to reply.

Every morning, Harry drives to the studio from his big ranch at Saugus. Every evening, he returns to his big ranch at Saugus. It is a journey of two hours by the best motor.

He did not vary from this procedure once during the filming of "The Light-ning Rider," Hunt Stromberg's second production which is now playing at the Theatre. In fact, it is what one might almost call a habit. and everyone, from the prop man up to Mr. Stromberg, asked Harry on an average of once a day why he didn't move to the city!

That is why Harry-ordinarily a most laconic sort—waxed oratorical in ince everyone for once and for all that he doesn't want to live in the city-never has wanted to live in the city-and never will want to live in the city. With that accomplished, Harry feels that he can go on being a genial soul for the rest of his life.

"I love the country," began Harry with grim determination. "However, I will refrain from any remarks about the wide open spaces-where men are men-and women are God's Angels. All that has been said before—if my memory doesn't fail me."

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After this detailed explanation, it is hoped that no one who has seen Harry handle a brace of colts will ever again ask him why he doesn't move to the

WINNER OF CONTEST IS FEMININE LEAD

Virginia Brown Faire Appears in Support of Harry Carey in "The Lightning Rider."

(ADVANCE STORY)

Virginia Brown Faire plays the feminine lead in "The Lightning Rider," Hunt-Stromberg's second pro duction, starring Harry Carey, which comes to the Theatre for

ho are familiar with this vivid lit-

Miss Faire entered the motion picture profession via the problematical route of a beauty contest, and, where many of her sisters who had the same chance dropped by the wayside, she trudged up to the pinnacles by the simple expedient of adding indomitable ambition to her perfect profile. After five short years, she has become one of our most capable and conscientious actresses.

Universal first signed the diminutive player, and she made nine pictures for that organization before determining to free lance for herself. Then came a series of feature productions which depended for much of their success on the charm of Vir-Associated First National finally inveigled her into signing on the dotted line again, and "The Lightning Rider" demanded her services the minute that this contract expired.

Among the productions which have capitalized Miss Faire's ability and beauty are "Omar, the Tentmaker," a Richard Walton Tully production; "Thundergate," "Shadows of the North," in which she played opposite William Desmond; "Cricket on the Hearth," and "Storm Swept," the F. B O. release. She has recently completed work in "Welcome Stranger," a Belasco production.

Miss Faire's role in "The Lightning Rider" is that of an impulsive, fearless girl, child of a Spanish father and a Celtic mother, and combining their variant qualities in a striking personality. By appearance and temperament, she is the perfect embodiment of this type. Unlike most "west-erns." "The Lightning Rider" - pro-vides a strong acting part for the feminine lead.

DIRECTOR OF CAREY

Lloyd Ingraham, director of "The Lightning Rider," the new Harry Carey picture now playing at the Theatre, was stock director for Oliver Morosco and Harry Bishop before turning to the silent drama. He has directed motion picture productions for eleven years for Reliance-Majes-tic, Essany, First National, Douglas McLean Productions, Associated Authors and others. His pictures include: "Lavender and Old Lace,"
"Keeping Up With Lizzie," "Twin Beds," "The Girl in the Limousine," "Going Up" and "No More Women,"

Use These in Your Answer Man Column

U. Pickem: Virginia Brown Faire plays the feminine lead in "The Lightning Rider," starring Warry Carey. Like many another young lady, she began her career by winning a beauty contest. Then Universal tched her Pathe, First National, Fo., Metro and other productions. He pictures include: "Omar, the Texa Maker,"

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Interested: Hunt Stronberg is now making a series of six pictures starring Harry Carey. The first was "The Night Hawk," and the second, which has just been completed, is "The Lightning Rider."

Sombrero: You're all wrong about Harry Carey. Most people make the same mistake. He wasn't born and bred in the west, but in New York He expected to be a lawyer, but when he acted once in a play that he wrote he knew that he really wanted to be an actor. He was invariably cast for western roles. He went west to live and became so acclimated that today he is known as the great "westerner" of the screen. His latest picture is "The Lightning Rider," which he plays a dual characteriza-tion and has a fine opportunity to show how versatile he is.

Watchful: Frances Ross, who plays "The Lightning Rider," starring Harry Carey, is a comparative new-comer to pictures, although she has appeared on both the English and American stage. Her first important picture engagement was in "The Fire Patrol."

Mister M.: Lloyd Ingraham directed 'The Lightning Rider," the latest Hunt Stromberg production, starring Harry Carey. Mr. Ingraham vas stock director for Oliver Morosco and Harry Bishop before turning to the silent drama. His screen career extends over eleven years. His picture include: "Lavender and Old cc," "Keeping Up With Lizzi," win Beds," "Girl in the Limous," Going Up" and "No More War.

Reader: Shannon Fife wrote the story of "The Lightning Rider." Har-ry Carey's latest film. It was adapted for the screen by Doris Dort

For a Herald

To make an inexpensive and attractive herald is easy. Use any of the cuts and copy from any of the ads, shorts, catchlines, program reader,

You have a wealth of material to choose from and all of it has been designed to get the picture over with a punch.

REVIEWS

HARRY CAREY HAS

"LIGHTNING RIDER"

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show how versatile he is.

LEON BARRY HAS AWFUL INTERVIEW

"Ooh, La! La!" Says Frenchman When Questioned About Love.

(FEATURE STORY)

Leon Barry, who plays the villain in "The Lightning Rider," the Harry Carey picture now being shown at

ndid opinion, Mr. Barry, that a man can love two wom-en at the same time?"

After a few seconds and a glass of water, he remarked cajolingly-and with an undeniable Parisian accent, "Eet ees bettaire, perhaps, zat I speek about zee Facisti Movement?"

d litet on the Hearth." Ye.
all the nice things you sal. I thought
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the dominating a series of six pictures starring Harry Carey. The first was "The
dominating in the second, which
has just been completed is "The
Lightning Rider." tender mahogany.

"Zere ees zee future of motion peectures? I haf much to speek of eet.'

translated to the French emanated

"Zees ees not what you call creeket! Eef I say yes—zat eet ees possible that wan man love two women, nevaire will I be hero, to zee ladies again. I will be always villain. An' eef I say non-zat a man cannot love two women, zee gentlemen will say I

Judging from his heartfelt sighs, no serial star was ever put in a more precarious situation. The suggestion that, as long as Mr. Barry played the role of a man who is—or pretends to Hunt Stromberg production, starring Harry Carey. Mr. Ingraham was stock director for Oliver Morosco aid Harry Bishop before turning to the silent drama. His screen career extends over eleven years. His pictures include: "Lavender and Old Lace," "Keeping Up With Lizzia," "Twin Beds," "Girl in the Limousia, "Going Up" and "No More Women. be-in love with two women in "The Lightning Rider," he should know something about the subject, did not put the French actor any more at

"But zat-eet ees zee fault of zee And procuring his hat and his insouciance, both of which had been temporarily misplaced, he strolled abjectly from the torture room, remarking sotto voce . . .

"Zee Chamber of zee Inquisitioneet was no worse zan zee Chamber of zee Inquisitive!"

"Is it your Monsieur Barry promptly choked.

"Too revolutionary, Mr. Barry!" Monsieur ceased kicking his feet against the desk abruptly—thinking doubtless that the moment had come for exercising his mental faculties only-and not that the desk was of

"So has everybody, Mr. Barry." He ruffled his hair with a nervous hand and something like a groan from the region of his perfect molars.

am stupide. Non?'

man who wrote zee story," he wailed.

For a Herald

Reader: Shannon Fife wrote the story of "The Lightning Rider," Har-

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You have a wealth of material to choose from and all of it has been designed to get the picture over with a punch.



The picturesque outdoor scenes in "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey, will have a double interest for fans who are "in the know." For not only are they unrivalled in pictorial beauty, but they were filmed at the ranch of the star near Saugus,

Those who have heard of the Harry Carey Rancho and who know his fondness for its spreading acres will be intrigued at seeing him take on a fictional characterization in the realism of this setting

In fact, "The Lightning Rider," in addition to being the most remantic and adventurous Carey vehicle to date be a personally conducted tour



Scene from HARRY CAREY in 'The LIGHTNING RIDER' DISTRIBUTED BY HODKINSON Two Col. Ad Cut No. 2

CAREY EXPOUNDS THE MODERN GIRL

CATCHLINES

A picture with all the action and thrills of the west, all the color and seduction of old Spain and all the romance of love the world over.

Harry Carey, the swift-rid-ing, quick-shooting man of action as The Black Mask, reckless, terror-spreading night

Shannon Fife's thrilling story of a peace-loving deputy sheriff and a gallant bandit— both the same man! The most unusual role of Harry Carey's

She reveled in his love; he meant more than anything in the world to her-but she planned to kill him.

Harry Carey-The screen's best-loved cowboy in the most

Action, thrills, suspense, mystery, romance and intrigue, these are the threads that make the colorful fabric of "The Lightning Rider," Harry Carey's latest picture.

You've seen Harry Carey, his fists and his guns. He can handle a sword with equal skill. He fights with all three in "The Lightning Rider," his new picture.

THOMAS G. LINGHAM IS VETERAN ACTOR

Star of "The Lightning Rider" Says Women Don't Like Cave Men.

CLINGING VINE HAS PASSED

Man Who Tries Rough Stuff Is Apt to Get the Worst of It.

(FEATURE STORY)

"Do women love cave men?" repeated Harry Carey, admirably concealing his surprise—nay, even his alarm— at this trend in the conversation. "Well, in any Pullman smoker you can hear gentlemen in plaid silk shirts highly developed minnow the laugh of its life tell of their success with the fair sex through the simple policy of 'treat 'em rough and tell 'em nothing!' Personally I've always suspicioned that if these bright boys are swamped with attention, it's because the ladies crave a slice of the aforementioned shirts for their hand-made crazy quilts "

"And as far as telling the girls nothing is concerned, they don't have to be told anything. They already know it."

Carey's discourse was brought about quite logically. During his screen career, he has had a different and lovely lady fall desperately in love with him at the end of every picture. So he should know something about their whimsies. Furthermore, in "The Lightning Rider," his new Hunt Stromberg production, he rescues the heroine from a gentleman whose veneer is not guaranteed and who forgets that the manners of his antediluvian grandfather are no longer au fait. And the heroine seems very happy to be rescued.

VIEWS

"LIGHTNING

Star Almost Loses His Temper When Friends Tell Him to Move.

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Says He Wants to Live Where die!" Chow Means Food and Not Mah Jongg.

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Say It With

A Slide!

It's

Colored

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Miss Faire's role in "The Lightning is that of an impulsive, featless girl, child of a Spanish father and a Celtic mother, and combining their variant qualities in a striking personality. By appearance and temperament, she is the perfect embodiment of this type. Unlike most "westerns," "The Lightning Rider" provides a strong acting part for the feminine lead.

LLOYD INGRAHAM DIRECTOR OF CAREY

Lloyd Ingraham, director of "The Lightning Rider," the new Harry Carey picture now playing at the . Theatre, was stock director for Oliver Morosco and Harry Bishop before turning to the silent drama. He has directed motion picture productions for eleven years for Reliance-Majes-Essany, First National, Douglas McLean Productions, Associated Authors and others. His pictures include: "Lavender and Old Lace,"
"Keeping Up With Lizzie," "Twin Beds," "The Girl in the Limousine," "Going Up" and "No More Women."

same mistake. He wasn't born and bred in the west, but in New York He expected to be a lawyer, city. but when he acted once in a play that he wrote he knew that he really wanted to be an actor. He was invariably cast for western roles. He went west to live and became so acclimated that today he is known as the great "westerner" of the screen. His latest picture is "The Lightning Rider," the dotted line again, and "The Lightwhich he plays a dual characterizaning Rider" demanded her services tion and has a fine opportunity to show how versatile he is.

Watchful: Frances Ross, who plays "The Lightning Rider," starring Harry Carey, is a comparative newcomer to pictures, although she has appeared on both the English and American stage. Her first important picture engagement was in "The Fire Patrol."

Mister M.: Lloyd Ingraham directed The Lightning Rider," the latest Hunt Stromberg production, starring Harry Carey. Mr. Ingraham was stock director for Oliver Morosco and Harry Bishop before turning to the silent drama. His screen career extends over eleven years. His pictry include: "Lavender and Old ce," "Keeping Up With Lizzi," win Beds," "Girl in the Limous "Going Up" and "No More Women.

Reader: Shannon Fife wrote the story of "The Lightning Rider," Harry Carey's latest film. It was adapted for the screen by Doris Dorn.

For a Herald

To make an inexpensive and attractive herald is easy. Use any of the cuts and copy from any of the ads, shorts, catchlines, program reader,

You have a wealth of material to choose from and all of it has been designed to get the picture over with a punch.

REVIEWS

HARRY CAREY HAS "LIGHTNING RIDER" A THRILLING ROLE

"The Lightning Rider" Gives Him Harry Carey in Thrilling Story Opportunity to Show His Versatility.

"The Lightning Rider," which the Theatre is showing this week, gives Harry Carey a splendid opportunity to show how versatile he is, be-

By day, before the villagers, he "slow Phil Morgan," who finds all his excitement in whittling dolls for children, but at night he becomes the fearless man of action, scouring the country to find the Black Mask, the bandit who is the bane of the countryside.

To draw the fire of the outlaw, Phil dresses like him. He makes love to his lady fair in the interesting garb, and, when the lady's father is murdered. Phil finds himself in rather a tight hole. It is this and other situations as thrilling that make "The Lightning Rider" first-rate entertainment. The suspense is sustained throughout and there is plenty of rapid-fire action.

Unlike the usual "western," "The Lightning Rider" has vivid interiors as well as beautiful exterior shots.

Virginia Brown Faire, a dark beauty of the Spanish type is a most alluring leading woman. Others in Carey's supporting cast are Thomas G. Lingham as the sheriff, Leon Barry as the real Black Mask, Frances Ross as his associate, and Mme. Sul Le Wan and Bert Hadley.

"The Lightning Rider" is a Hunt-Stromberg production, directed by Lloyd Ingraham. It's a mighty interesting picture.

IS GOOD PICTURE of Masked Night

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A deputy

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C. Ling-

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Rider, The second Hunt-Stron tion, starring Harry Cal at the Theatre, a say right away, go see

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tions before everything is c "The Lightning Rider" those pictures which have spirit of adventure. Shan who wrote it, surely knows ing of romance. The deputy disguised as the daring robber hold the hand the hand stage coach merely to kiss of his lady fair. He brings b ack sweet of his lady fair. He time we "ate up" Robin Hood.

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ng Hodkinson exchanges h Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha,

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Wire or Write-Giving Exact Play Dates

Sombrero: You're all wrong about Harry Carey. Most people make the same mistake. He wasn't born and bred in the west, but in New York city. He expected to be a lawyer, but when he acted once in a play that he wrote he knew that he really wanted to be an actor. He was invariably cast for western roles. He went west to live and became so acclimated that today he is known as the great "westerner" of the screen. His latest pic-ture is "The Lightning Rider," in which he plays a dual characteriza-tion and has a fine opportunity to show how versatile he is.

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"The Lightning Rider" vill make you forget your troubles. The at's what a good picture is suppose d to do, isn't it?

Monsieur ceased kicking his feet against the desk abruptly-thinking doubtless that the moment had come for exercising his mental faculties and not that the desk was of tender mahogany.

"Zere ees zee future of motion peectures? I haf much to speek of eet."

"So has everybody, Mr. Barry." He ruffled his hair with a nervous hand and something like a groan translated to the French emanated from the region of his perfect molars.

"Zees ees not what you call creeket! Eef I say yes-zat eet ees possible that wan man love two women, nevaire will I be hero to zee ladies again. I will be always villain. An' eef I say non-zat a man cannot love two women, zee gentlemen will say I am stupide. Non?"

Judging from his heartfelt sighs,

no serial star was ever put in a more precarious situation. The suggestion that, as long as Mr. Barry played the role of a man who is-or pretends to be—in love with two women in "The Lightning Rider," he should know something about the subject, did not put the French actor any more

"But zat-eet ees zee fault of zee man who wrote zee story," he wailed.
And procuring his hat and his inmountance, both of which had been
temporarily misplaced, he strolled abjectly from the torture room, remarking sotto voce . .

"Zee Chamber of zee Inquisition— eet was no worse zan zee Chamber of zee Inquisitive!"

CAREY'S OWN RANCH USED IN PICTURE

The picturesque outdoor scenes in The Lightning Rider," Hunt Stromberg's second production starring Harry Carey, will have a double interest for fans who are "in the know." For not only are they unrivalled in pictorial beauty, but they were filmed at the ranch of the star near Saugus, California,

Those who have heard of the Harry Carey Rancho and who know his fondness for its spreading acres will be intrigued at seeing him take on a fictional characterization in the realism of this setting.

In fact, "The Lightning Rider," in addition to being the most romantic and adventurous Carey vehicle to date. will be a personally conducted tour which will need no ballyhoo to attract crowds eager for insight into the personal lives of motion picture stars.

This is probably the first time that a star's home has been used as a setting for his picture. "The Light Hider" comes to the \...... "The Lightning Theatre for a run.

Your Attention—

is called to the beautifully colored Insert Card printed

different uses for it to meet your individual needs. Used in any manner it makes a striking display.



1 Col, Production Cut No. 2

Scene from HARRY CAREY in "The LIGHTNING RIDER" DISTRIBUTED BY HODKINSON
Two Col. Ad Cut No. 2

CAREY EXPOUNDS THE MODERN GIRL

CATCHLINES

A picture with all the action and thrills of the west, all the color and seduction of old Spain and all the romance of love the world over.

Harry Carey, the swift-rid-ing, quick-shooting man of ac-tion as The Black Mask, a reckless, terror-spreading night

Shannon Fife's thrilling story of a peace-loving deputy sheriff and a gallant bandit— both the same man! The most unusual role of Harry Carey's

She reveled in his love; he meant more than anything in the world to her-but she planned to kill him.

Harry Carey—The screen's best-loved cowboy in the most interesting role of his career.

Action, thrills, suspense, mystery, romance and intrigue, these are the threads that make the colorful fabric of "The Lightning Rider," Harry Carey's latest picture.

You've seen Harry Carey, his fists and his guns. He can handle a sword with equal skill. He fights with all three in "The Lightning Rider," his new picture.

THOMAS G. LINGHAM IS VETERAN ACTOR

Interesting personalities!
The cast of "The Lightning Rider," Hunt Stromberg's second production starring Harry Carey, is graced by many of them.

Among these notables is Thomas G. Lingham, who made his stage debut in 1895, and who certainly can qualify as that elusive requirement of every motion picture director-a "trouper."

Mr. Lingham began his youthful career in "Monte Cristo," in which he played for five years. Then "The Three Musketeers" claimed his atten-tion. And what a cast that w

Margaret Anglin, Wilton Dackaye, Judith Berold, Frances Carlysle, Edmund Collier, Edmund Breese, James O'Neill and Jacques Kruger-all of them still well beloved on the stage.

Lingham's first motion picture experience was with the old Kalem Company, when he made what was probably the first feature picture. It was a four reel production, entitled "The Boer War." That's what you call growing up with the industry.

Then followed years crammed full of picture engagements with every company in the east and west. And among them, incidentally, he played with Harry Carey. Consequently his association with this star now in "The Lightning Rider" has an interesting

In another company of "The Three Musketeers" Lingham also played with Lloyd Ingraham, the director of The Lightning Rider," and a friendship of twenty years' standing was established at that time. All of which contributes not a little to smooth work

Mr. Lingham portrays a dignified sheriff of early California in "The Lightning Rider," which comes to the Theatre for a

run next He is decidedly fitted, by capability and appearance, for the role.

Star of "The Lightning Rider" Says Women Don't Like Cave Men.

CLINGING VINE HAS PASSED

Man Who Tries Rough Stuff Is Apt to Get the Worst of It.

(FEATURE STORY)

"Do women love cave men?" repeated Harry Carey, admirably concealing his surprise—nay, even his alarm— at this trend in the conversation. "Well, in any Pullman smoker you can hear sentlemen in plaid silk shirts and with muscles that would give a highly developed minnow the laugh of its life tell of their success with the fair sex-through the simple policy of 'treat 'em rough and tell 'em nothing!' Personally I've always suspicioned that if these bright boys are swamped with attention, it's because the ladies crave a slice of the aforementioned shirts for their hand-made crazy quilts"

"And as far as telling the girls nothing is concerned, they don't have to be told anything. They already know it."

Carey's discourse was brought about quite logically. During his screen career, he has had a different and lovely lady fall desperately in love with him at the end of every picture. So he should know something about their whimsies. Furthermore, in "The Lightning Rider," his new Hunt Stromberg production, he rescues the heroine from a gentleman whose veneer is not guaranteed and who forgets that the manners of his antediluvian grandfather are no longer au fait. And the heroine seems very happy to be rescued.

"But you can't tell much about the cave man's vogue nowadays," Harry opined. "What with the girls specializing in physical culture and revolver practice, not many of the boys are willing to try out their theories. No wonder the term 'dumbbell' has been applied to the 'weaker' sex. doesn't mean what the men of the family try to kid themselves into believing."

"You'll notice that men are mostly the plaintiffs in divorce cases at present. Annable doesn't sue Percy because he administered a sound beating to her on a sudden fancy. Percy sues

on account of the extravagance tha he complains, either!"

Then Harry became slightly reminiscent.

"Remember the case where a woman brought divorce action because she didn't like the way her husband chewed celery? Does that seem like a throw-back to the days when women sat on stone carpets watching their husbands gnaw the bones of tender dinosauria with worshipful eyes?"
"No—the clinging vine seems to

have passed with the advent of short skirts and hat pins," Harry deduced. The one offers no obstacles to their running away from wild men, and the other comes in handy in case they can't run fast enoug

"Strong, ruthless men are fast becoming an extinct type anyway. Because if a woman is found who accepts a left upper cut with perfect aplorab, there is such frenzied competition to lead her, to the altar that frightful casualties result among them."

"All in all," concluded Harry, "[3] stake my sombrero on the man who forgets that he took the prize for ham mer-throwing in college and carries his lady leve off with the aid of a taxi instead of jiu-jitsu, and who gives her purple orchids instead of purple

Paper That Spells Col



Colored Lobby Card (22"x28")







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4 x 36

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HARRY RIDER
CALEY

VIRGINIA
BROWN FAIRE



PUT 'EM P AND PACK 'EM IN!





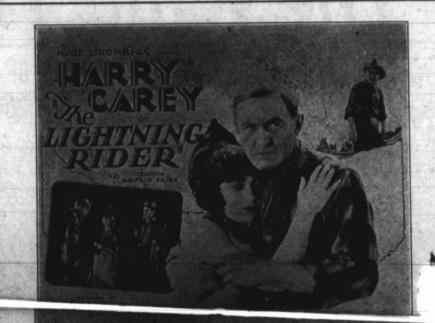
HUNT STROMBERG

A Hunt Stromberg Production
HODKINSON

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BEAUTIFUL LOBBY CARDS (Each 11"x14")

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HARRY CAREY

Virginia Brown Faire

Hunt Stromberg Production
HODKINSON



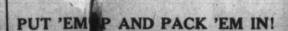












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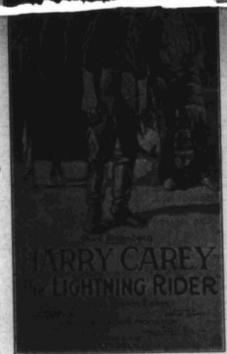


HARRY
Virginia Brown F

A Hunt Stromberg Production
HODKINSON

THE LIGHTNING

wenty-four Sheet Poster



Three Sheet Poster 3A

Poster Material
With the Punch of
This Great "West-

HARRY CARE

Six Sheet Poster



PUT 'EM P AND PACK 'EM IN!









BEAUTIFUL LOBBY CARDS (Each 11"x14")

HUNT STROMBERG PROSPECT

HARRY CAREY

Virginia Brown Faire

hunt Stromberg Production

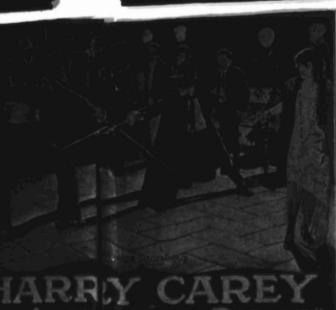
HODKINSON

HTRING RIDER

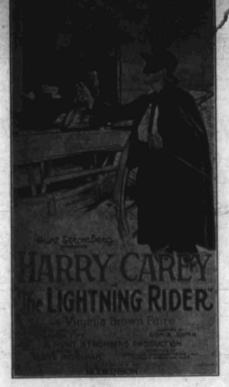
Twenty-four Sheet Poster



One Sheet Poster 1B



Brilliant Hues and Stirring Action Attract Immediate Attention.



Three Sheet Poster 3B

Six Sheet Poster

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